

Central Hollywood Coalition
Sunset & Vine BID Board Meeting

MINUTES

May 8, 2012

4:00 – 6:00 p.m.

AMPAS Pickford Center
1313 Vine Street, Los Angeles, CA. 90028

Officers and Directors Present

Brian Folb, President, Paramount Contractors
Duke Gallagher, Treasurer, The Production Group
Carol Massie, Secretary, McDonald's Restaurants
Roxanna Sassanian, Vice President, Sunset Gower/Sunset Bronson Studios
Fabio Conti, Fabiolus Cucina
Charles Eberly, The Eberly Company
John Lupo, JMPL Property Management
Elizabeth MacDonald, Los Angeles Film School
Michael Pogorzelski, President, Academy of Motion Picture Arts and Sciences
Fred Rosenthal, Ametron

Absent

John Given, CIM Group
Kitty Gordillo, Hollywood Wilshire YMCA
Harout Markarian, Western Diocese of the Armenian Church

Consultants

Sarah MacPherson, Executive Director
Kerry Morrison, Hollywood Property Owners Alliance
Joseph Mariani Jr., Hollywood Property Owners Alliance
Devin Strecker, Hollywood Property Owners Alliance

Guests

Heather Carmichael, My Friend's Place
Marquita Dorsey, LAYN
Meera Manek, HHYD

I. Call To Order

Brian Folb called the meeting to order at 4:11 p.m.

II. Public Comment

There were no public comments.

III. Presentations

Meera Manek from the Hollywood Homeless Youth Partnership introduced Heather Carmichael and Marquita Dorsey announced that they are seeking paid internships and opportunities for the young people they serve. Both job training and support services are provided by the youth organizations to assist their clients and the employers that participate.

IV. Approval of Board Minutes

A. Minutes from April 10, 2012

Copies of the minutes were distributed to the Board for their review.

It was moved by Elizabeth McDonald, seconded by Charles Eberly and CARRIED to approve the Minutes, with one correction, from the March 13, 2012 meeting. Unanimously approved.

V. Treasurer's Report

Gallagher stated that he sent out the report to all board members prior to the meeting. The financial statement included two balance sheets – one for the previous BID and one for the current year.

It was moved by Fred Rosenthal, seconded by Roxanna Sassanian and CARRIED to approve the Treasurer's Report ending February 29, 2012. Unanimously approved.

The board reviewed the 2011 Financial Review prepared by RBZ, which is mandated by the city. Gallagher noted that the report is in sync with all of our bank accounts. Morrison pointed out a note on page 4, paragraph 7, which incorrectly stated that CHC had entered a contract with HPOA to manage that BID, rather than the way around. Morrison suggested the board approve the review on the contingency of staff working with RBZ to correct this error.

It was moved by Mike Pogorzelski, seconded by Roxanna Sassanian and CARRIED to approve the 2011 Financial Review.

Gallagher distributed copies of Form 990 Federal and 199 State. The board requested further counsel on adopting a conflict of interest policy, whistleblower policy and document retention policy in the future. Staff agreed to invite Jeff Briggs to an upcoming meeting to discuss all three policies.

It was moved by Roxanna Sassanian, seconded by Mike Pogorzelski and CARRIED to approve the Forms 990 Federal and 199 State.

VI. Committee & Program Reports

A. Security

1. Public Safety Cameras: Rosenthal reported that a delegation from the Security Committee toured the camera room at Hollywood station and discussed various issues related to their effectiveness: including moving the cameras to the Detectives Room; transitioning to an internet-based system; adding additional cameras to the system in the future. Morrison stated that the security committee and their working group is tasked with evaluating a variety of issues with LAPD, the Media District and the Hollywood Entertainment District, and will report back on their recommendations at the next Security Committee Meeting.

B. Nominating Committee

1. Pogorzelski stated that the Nominating Committee (comprised of Gallagher, Gordillo and Pogorzelski) will be reviewing applications for three open seats on the Board. MacPherson said

candidates include Melissa Logan from Amoeba Music, Taline Mazlemian at Paragon Cleaners, and Mike Smith at Broadreach Capital. The Committee hopes to interview and present a list of eligible candidates at the next meeting.

C. Marketing & Communications

1. Sunset & Dine: Strecker stated that the event committee is moving forward with plans for the event, and have secured sponsors for the blankets and t-shirts. Invites are being sent to community organizations and residential buildings, and several restaurants have agreed to participate. The event will take place on June 7, 2012.

2. Pole banner contest: Strecker presented the two winning designs from the Facebook contest, as well as the remaining designs. According to the contest rules, the board will select the remaining two designs. The board members received ballots and voted for their favorite two designs; MacPherson tabulated them and announced the winners at the end of the meeting.

D. Streetscape Committee

1. Hollywood Community Plan: MacPherson reported that the PLUM Committee has scheduled its final hearing on the Plan on May 8th. HPOA staff has been told that the committee will not seek further testimony at the hearing, however representatives from the Chamber are expected to attend and testify in support if necessary.

2. Update on city-wide waste franchise: Mariani distributed a fact sheet to the committee presenting the most significant consequences of the proposed waste franchise and instructions on how to voice concerns about the proposal to Councilmembers Garcetti and LaBonge. The notice will be included in the Sunset & Vine newsletter.

3. Spring cleaning: The Board received a discounted rate sheet, prepared by Joe Mariani, for pressure washing both sidewalks and buildings, provided by Cleanstreet and Accurate Window Cleaning. The services are for those individual owners that wish can take advantage of, above and beyond the basic services the BID provides. This offer was one of the strategic goals the Streetscape Committee identified back in January.

4. LADWP Solar Feed-in Tariff Demonstration Program: The Board received a meeting notice for the Los Angeles Department of Water and Power (LADWP) Solar Feed-in Tariff Program which encourages property owners to install solar panel systems and sell energy to the LADWP. The council office is hosting a workshop on May 15th for those interested in submitting an application. Ten demonstration projects will be selected throughout the City.

VII. New Business

1. Injunction re/ personal property on sidewalks: The board received an excerpt from the recent judgment, *Lavan v. City of Los Angeles*, which prohibits the removal of any person's belongings, including encampments, from the public sidewalks within Skid Row. Morrison stated that there is concern amongst many residents, business leaders and BIDS that this injunction may be applied citywide. More details will become available in June – no action is needed at this time.

2. AB2231 State Sidewalk Repair Bill: MacPherson reported that Assembly Bill 2231 is a reaction to the city's sidewalk ordinance previously discussed, and would require cities to pay for sidewalk repairs due to tree roots. The BID Consortium is scheduled to discuss this issue, with a representative from Assemblymember Fuentes' Office, at their June meeting and MacPherson will report back in July.

3. Possible CPI adjustment to 2012/13 assessment roll: MacPherson stated that the 2012/2013 assessment roll is due to the City Clerk's Office on June 1st. Per the Management District Plan, the Board has the opportunity to apply a CPI increase (up to 3%) each year to help absorb increases in services. MacPherson noted that the scope of the maintenance contract has increased, due to the expansion of the district, however the contract amount has remained the same. The board discussed the pros and cons of adopting an increase this year and requested that this item be readdressed at the June meeting. MacPherson agreed to contact the City Clerk's Office and request an extension.

VIII. Old Business

There was no old business to report.

IX. Staff Announcements

PAL evening wine-tasting fundraiser will be held May 11th at Hollywood Athletic Club; Morrison encouraged board members to attend. May 19th will be the premiere of AMPAS's Oscars Outdoors program; board members will be invited. Hollywood 4WRD is hosting a movie screening and benefit, "Without a Home," on May 29 at the Arclight. Lastly, the Heroes of Hollywood luncheon will be held June 7 at the Taglyan Complex; MacPherson is a co-chair of the event.

X. Next Meeting

The next meeting will be June 12 and will be followed by a tour of properties in the Sunset & Vine BID.

XI. Adjournment

The meeting was adjourned at 5:57 p.m.